

ABSTRACT OF THE DISCLOSURE

A holder for displaying a generally stiffly flexible, thin advertising placard in association with a merchandizing fixture exhibiting merchandise for sale, has an elongated shank, anchoring means at one end of said shank for detachable affixation to the fixture, and at the other end a three-dimensional head for reception of the placard. The head has at least one substantially linear slot extending across a portion of its periphery and inwardly into its interior, the slot having a thickness exceeding the thickness of the placard and a depth sufficient to receive a marginal portion of said placard. The opposite faces of the slot each have an array of slightly spaced apart parallel ribs projecting therefrom towards the opposite face in alternation with the ribs of the opposite face, the tips of the ribs of the opposed arrays for each slot lying in substantially the same plane and having a generally rounded cross-section to permit flexing insertion therein of the marginal placard portion while asserting firm frictional engagement therewith.